

WHAT IS CLAIMED IS:

1. An organic electroluminescent display comprising:
an organic electroluminescent device having a light
emitting layer made of an organic material and at least
5 two electrodes sandwiching the light emitting layer;
a front reflecting portion arranged on a side of a
viewer with respect to the light emitting layer; and
a rear reflecting portion arranged on a side opposite
to the viewer with respect to the light emitting layer,
10 wherein the optical film thickness of the light
emitting layer, intensity reflectance R_1 at the front
reflecting portion and intensity reflectance R_2 at the rear
reflecting portion are configured so that an intensity
reflectance of the external light viewed from the viewer
15 is set to be 10% or less by an optical interference effect.
2. The organic electroluminescent display as claimed in
claim 1, wherein the intensity reflectance R_1 and the
intensity reflectance R_2 are configured to be $R_1 \leq R_2$.
3. The organic electroluminescent display as claimed in
20 claim 1, wherein the intensity reflectance R_1 and the
intensity reflectance R_2 are configured to satisfy the
following Equation (1).

$$\left(\frac{\sqrt{R_1} - \sqrt{R_2}}{1 - \sqrt{R_1 R_2}} \right)^2 \leq 0.1 \quad \text{Equation (1)}$$

4. The organic electroluminescent display as claimed in

claim 1, wherein the intensity reflectance R_1 and the intensity reflectance R_2 are configured to be approximately equal.

5 5. The organic electroluminescent display as claimed in claim 1, wherein the intensity reflectance R_2 is configured to be in a range of from 5% to 50%.

6. The organic electroluminescent display as claimed in claim 1, wherein the front reflecting portion comprises a substrate and at least one transparent or
10 semi-transparent film.

7. The organic electroluminescent display as claimed in claim 6, wherein the film comprises either one of the two electrodes.

8. The organic electroluminescent display as claimed in
15 claim 1, wherein the organic electroluminescent device further comprises a substrate, and

wherein the front reflecting portion comprises an interface between either one of the electrodes and the substrate of the organic electroluminescent device.

20 9. The organic electroluminescent display as claimed in claim 1, wherein the organic electroluminescent device further comprises a transparent film, and

wherein the front reflecting portion comprises an interface between either one of the electrodes and the
25 transparent film of the organic electroluminescent device.

10. The organic electroluminescent display as claimed in claim 1, wherein the front reflecting portion comprises air and a transparent or semi-transparent film.

11. The organic electroluminescent display as claimed in claim 1, wherein the rear reflecting portion comprises either one of the electrodes.

12. The organic electroluminescent display as claimed in claim 1, wherein the rear reflecting portion comprises a plurality of reflective, transparent or semi-transparent films.

13. The organic electroluminescent display as claimed in claim 12, wherein at least one of the films comprises either one of the electrodes.

14. An organic electroluminescent display equipped with an organic electroluminescent device having a laminated optical structure with low reflectance and transmittance, wherein the organic electroluminescent device comprises: a substrate; a first semi-transparent film; a second semi-transparent film; and a reflective film, and wherein the first semi-transparent film, the second semi-transparent film and the reflective film are laminated on the substrate in this order or an order opposite thereto.

15. The organic electroluminescent display as claimed in claim 14, wherein the first semi-transparent film and the

reflective film comprises an electrode, respectively, and
wherein the second semi-transparent film comprises
a light emitting layer made of an organic material.

16. An organic electroluminescent display comprising:

5 a laminated optical structure with low reflectance
and transmittance; and

an organic electroluminescent device,

wherein the organic electroluminescent device
comprises: an organic electroluminescent layer having a
10 light emitting layer made of an organic material and a
transporting layer configured to transport charges to the
light emitting layer, and two electrodes configured to
sandwich the organic electroluminescent layer,

wherein the laminated optical structure comprises at
15 least two layers, and

wherein the laminated optical structure comprises the
transporting layer.